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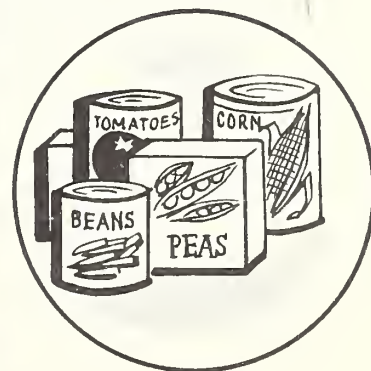
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1965

ACREAGE - MARKETING GUIDES

VEGETABLES FOR
COMMERCIAL
PROCESSING



F O R E W O R D

Most businessmen recognize the desirability of a balance between the supply of their product and the demand for it. However, the sheer number of vegetable producers creates considerable difficulty in achieving this balance for each commodity. Therefore, careful planning is extremely important.

Helping vegetable growers and processors perform this needed planning is the objective of the Acreage-Marketing Guides program. Recommendations included in this publication are an effort by the U. S. Department of Agriculture to help the industry cope with the problems of balancing the supply of each commodity with the demand for it. Some production influences, such as extremes of the weather, refuse control. But producers have full control over plantings. Thus, they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient supplies to satisfy consumer needs, but insufficient to result in depressed prices.

USDA's Consumer and Marketing Service continually studies markets for various vegetable products. On the basis of this, commodity specialists develop recommendations of acreage levels which are likely to result in supplies which equal market needs. In turn, these recommendations are reviewed by representatives of other USDA agencies who are familiar with the vegetable industry.

The final recommendations for 1965 vegetables for commercial processing are presented in this publication. When acreage has been held within the levels recommended by USDA in the past, few marketing difficulties have been encountered.

Earlier editions of this publication were issued by the Agricultural Marketing Service. The name of the agency was changed to Consumer and Marketing Service, effective February 8, 1965.

C O N T E N T S

	<u>Page</u>
Highlights of 1964	5
Summary of Recommendations for 1965	7
Demand for Vegetables in 1965	8
Foreign Trade	8
Acreage-Marketing Guides:	
Summaries - Planted Acreage and Probable Production	9-10
Commodity Tables and Statements:	
Beans, Lima	11
Beans, Snap	14
Beets	17
Cabbage for Kraut	19
Sweet Corn	21
Cucumbers for Pickles	24
Peas, Green	26
Spinach	29
Tomatoes	32

1965 Acreage-Marketing Guides

Vegetables for Commercial Processing

Acreage-marketing guides are prepared each year for nine major vegetables used for canning and freezing. The commodities included are lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. A substantial portion of these vegetables is grown on acreage contracted months in advance of planting time. Contracting has been a feature of the vegetable processing industry for many years and has been beneficial to both farmers and processors. The farmer with a contract is reasonably assured of an outlet for his crop and price risks are reduced. The processor benefits by assurance of adequate supplies of raw materials, at predetermined prices, to fill his pack schedules.

For effective and equitable contracting, both growers and processors must be fully acquainted with the economic forces affecting the industry. Processors make the basic decisions concerning the acreage required. They must translate prospective markets for their finished products into acreage and production levels. As each processor estimates market potential, he must consider carefully all factors influencing the production and marketing of his products. The grower should also be aware of market developments for the various commodities so that he can bargain with processors on a realistic basis. The acreage-marketing guides provide the basic information for each vegetable and the adjustments which may be needed to balance supplies with market requirements.

I. HIGHLIGHTS OF 1964

Development of processing crops was hindered in 1964 by a cold spring in several areas and by dry summer weather in the East and Midwest. Production of most vegetables for processing was below a year earlier. Despite a general increase in acreage of freezing crops, only sweet corn recorded a larger production than in 1963. And among canning crops, tomatoes showed the only increase in tonnage over year-earlier levels. Other canning crops were smaller as a result of both reduced acreage and lower yields.

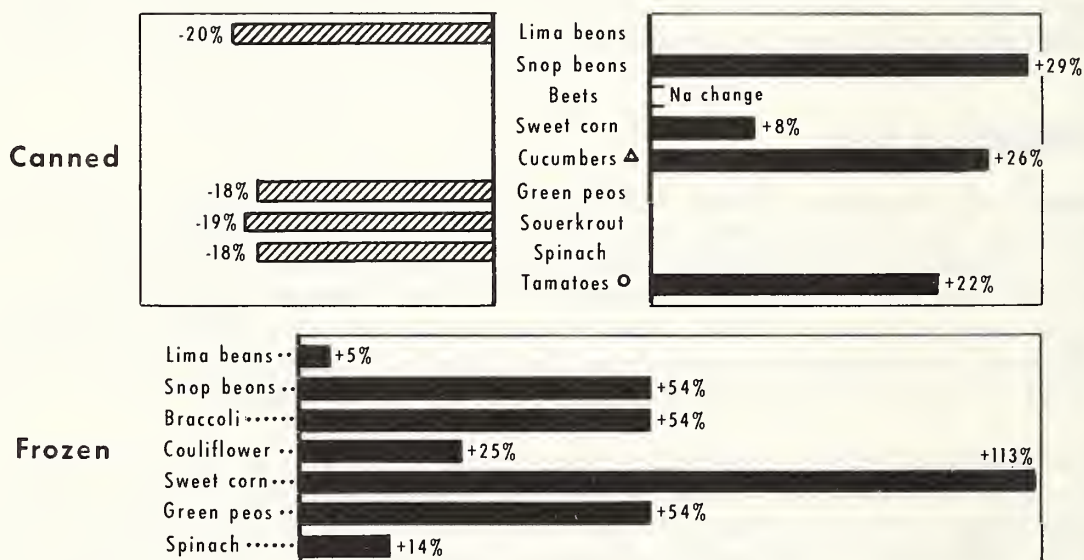
Frozen vegetables were in generally heavy supply during the 1963-64 marketing season. This contributed to active movement for many items; frozen lima beans and sweet corn both reached new records in total season disappearance. Aggregate carryover of frozen vegetables at the beginning of the 1964 packing season was moderately smaller than a year earlier, and available data indicate that the 1964 pack was also smaller. At the end of 1964, aggregate cold storage holdings of frozen vegetables (excluding potatoes) were 992 million pounds, down moderately from the 1,061 million pounds on hand a year earlier.

Total carryover of canned vegetables into the 1964 packing season was also smaller than a year earlier. The pack of tomatoes and tomato products

was substantially larger than in 1963. But most other items, including lima beans, snap beans, sweet corn, green peas, sauerkraut and cucumber pickles recorded smaller packs. Thus total supplies of canned vegetables for the 1964-65 season were moderately smaller than the large supply available during the preceding marketing year. Although the reduction has affected movement of several items so far this season, supplies appear to remain moderately below a year ago.

Processed vegetables continue to gain in popularity and population continues to increase. Thus, although prices for a number of items will probably hold above year-earlier levels, use is expected to continue heavy. Aggregate carryover into the 1965 packing season is expected to be materially below the high levels of recent years.

PROCESSED VEGETABLES: CHANGES IN PER CAPITA CONSUMPTION FROM 1951-53 TO 1961-63 *



* CIVILIAN CONSUMPTION.

Δ CUCUMBER PICKLES.

$\circ$ TOMATOES AND TOMATO PRODUCTS EXCEPT JUICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 772-65 (2) AGRICULTURAL MARKETING SERVICE

II. SUMMARY OF RECOMMENDATIONS FOR 1965

The aggregate acreage guide for eight vegetables for commercial processing in 1965 is a planted acreage 2 percent more than in 1964. The guide for cabbage for kraut (included in the recommendation for early fall cabbage, fresh market and processing) calls for an acreage equal to 1964. If production in 1965 is in line with the guide recommendations, supplies of processed vegetables for the 1965-66 marketing season would be adequate to satisfy all anticipated consumer needs and permit stable market conditions.

Commodity	: Percentage Change in 1965 Planted
	: Acreage Compared with 1964
	<u>Percent</u>
Beans, Lima (For Canning)	Plus 15
(For Freezing)	Plus 5
Beans, Snap (For Canning)	No change
(For Freezing)	Minus 5
Beets	Minus 5
Cabbage for Kraut	No change <u>1/</u>
Corn, Sweet (For Canning)	Plus 10
(For Freezing)	Plus 5
Cucumbers for Pickles	No change
Peas, Green (For Canning)	Plus 5
(For Freezing)	No change
Spinach (For Canning)	Minus 5
(For Freezing)	Minus 10
Tomatoes	Minus 5

1/ Recommendation for early fall cabbage, fresh market and processing.

III. DEMAND FOR VEGETABLES IN 1965

As the new year opened, continued gains in employment, income, consumer demand, and business investment supported the earlier outlook for further growth in output and general business activity through the summer and fall of 1965. The gain in gross national product and consumer income this year may be only slightly smaller than the large advances in 1964. Last year, rising employment and lower tax rates contributed to a gain of 7 percent in disposable personal income. Consumer purchases of food and other farm products rose around 5 percent from the year before. Reduced supplies of vegetables during 1964 resulted in slightly lower per capita consumption, particularly of fresh vegetables. But with increasing demands and higher prices received, cash receipts from marketings of vegetables during 1964 were sharply above a year earlier. A steadily rising population, and prospects for increasing employment and higher income per capita, point to continued strength in the demand for vegetables through summer and fall.

IV. FOREIGN TRADE

In total, exports of principal canned vegetables during the 1963-64 marketing year were not substantially different from the preceding season. Nearly all canned vegetables showed significant increases. But a three-fourths reduction in exports of canned snap beans about offset the gains made by other items. The decline which was recorded for this commodity came about as an unusually large shipment to West Germany in 1962-63 failed to be repeated in 1963-64. Asparagus, our largest canned vegetable export, showed a slight gain in 1963-64. Aggregate sales of tomatoes and tomato products increased more than a fourth over a year earlier. Shipments of peas and corn were up 37 and 26 percent respectively.

United States imports of major canned vegetables are limited principally to tomatoes and tomato products, most of which originate in Italy. Imports of these items in 1963-64 were one-third below the levels of a year earlier.

Commercial Vegetables for Processing - 1965 Acreage Guide with Comparisons

Commodity	Planted Acreage										Percent Acreage Guide		
	:										is of:		
	: 1965	: 1964	: 1963	: 1962	: 1961	: 1964	: 1963	: 1962	: 1961	: 1963	: 1962	: 1961	
	-----1,000 acres-----										-----percent-----		
Beans, Lima													
For Canning	26.8	23.3	24.8	33.3	35.3	115	108	80	76				
For Freezing	58.6	55.8	49.8	63.2	69.0	105	118	93	85				
Total	85.4	79.1	74.6	96.5	104.3	108	114	88	82				
Beans, Snap													
For Canning	171.0	171.0	154.3	146.0	146.5	100	111	117	117				
For Freezing	54.4	57.3	51.0	43.6	50.4	95	107	125	108				
Total	225.4	228.3	205.3	189.6	196.9	99	110	119	114				
Beets	15.8	16.6	19.6	18.5	17.6	95	81	85	90				
Cabbage for Kraut 1/													
Corn, Sweet													
For Canning	311.5	283.2	323.0	378.1	379.3	110	96	82	82				
For Freezing	89.5	85.2	83.7	87.3	89.3	105	107	103	100				
Total	401.0	368.4	406.7	465.4	468.6	109	99	86	86				
Cucumbers for Pickles	118.1	118.1	118.7	108.5	116.5	100	99	109	101				
Peas, Green													
For Canning	289.2	275.4	286.0	273.6	256.0	105	101	106	113				
For Freezing	158.4	158.4	152.6	162.2	167.6	100	104	98	95				
Total	447.6	433.8	438.6	435.8	423.6	103	102	103	106				
Spinach													
For Canning	14.9	15.7	17.8	16.8	20.6	95	84	89	72				
For Freezing	11.6	12.9	12.1	12.1	13.6	90	96	96	85				
Total	26.5	28.6	29.9	28.9	34.2	93	89	92	77				
Tomatoes	257.1	270.6	250.2	328.9	306.8	95	103	78	84				
Total	1,576.9	1,543.5	1,543.6	1,672.1	1,668.5	102	102	94	95				

1/ Included in total early fall crop (fresh market and kraut combined).

Commercial Vegetables for Processing: 1965 Probable Production with Comparisons

Commodity	: Probable Production from Acreage									
	Production					Guide as Percent of:				
	: 1965 1/	: 1964	: 1963	: 1962	: 1961	: 1964	: 1963	: 1962	: 1961	
	-----1,000 tons-----					-----percent-----				
Beans, Lima										
For Canning	25.7	18.2	24.3	30.3	32.3	141	106	85	80	
For Freezing	71.3	60.2	60.5	78.2	83.4	118	118	91	85	
Total	97.0	78.4	84.8	108.5	115.7	124	114	89	84	
Beans, Snap										
For Canning	373.5	344.1	348.9	337.8	358.1	109	107	111	104	
For Freezing	129.2	123.3	125.0	112.4	119.9	105	103	115	108	
Total	502.7	467.4	473.9	450.2	478.0	108	106	112	105	
Beets	168.1	168.6	214.0	209.4	181.6	100	79	80	93	
Cabbage for Kraut 2/										
Corn, Sweet										
For Canning	1,240.8	1,098.2	1,323.3	1,435.2	1,373.1	113	94	86	90	
For Freezing	389.1	360.5	355.8	364.0	353.2	108	109	107	110	
Total	1,629.9	1,458.7	1,679.1	1,799.2	1,726.3	112	97	91	94	
Cucumbers for Pickles	446.9	422.4	470.2	409.5	426.6	106	95	109	105	
Peas, Green										
For Canning	349.8	291.8	324.7	329.5	311.8	120	108	106	112	
For Freezing	197.3	190.2	191.9	197.1	198.7	104	103	100	99	
Total	547.1	482.0	516.6	526.6	510.5	114	106	104	107	
Spinach										
For Canning	72.4	79.7	84.9	65.6	80.9	91	85	110	89	
For Freezing	64.7	69.0	70.8	56.5	63.6	94	91	115	102	
Total	137.1	148.7	155.7	122.1	144.5	92	88	112	95	
Tomatoes	4,225.2	4,545.8	4,070.6	5,377.0	4,247.7	93	104	79	99	
Total	7,754.0	7,772.0	7,664.9	9,002.5	7,830.9	100	101	86	99	

1/ Computed: Acreage for 1965, times average yield.

2/ Included in total early fall crop (fresh market and kraut combined).

1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price ^{1/} :	Value ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1965 Planted Acreage Guide
and Probable Production

Canning (acreage 15 percent more than in 1964)	26.8	<u>2/</u> 1.00	25.7
Freezing (acreage 5 percent more than in 1964)	<u>58.6</u>	<u>2/</u> 1.28	<u>71.3</u>
Total	85.4		97.0

Background Statistics

Canning

1964 Prel.	23.3	21.5	.84	18.2	152.60	2,772
1963	24.8	23.9	1.02	24.3	133.00	3,234
1962	33.3	30.9	.98	30.3	133.60	4,043
1961	35.3	34.2	.95	32.3	123.20	3,981
1960	31.8	31.4	.92	28.9	125.60	3,627

Freezing

1964 Prel.	55.8	54.1	1.11	60.2	189.00	11,376
1963	49.8	47.7	1.27	60.5	154.50	9,354
1962	63.2	61.1	1.28	78.2	157.80	12,336
1961	69.0	65.9	1.27	83.4	153.30	12,787
1960	63.7	60.5	1.23	74.3	150.30	11,170

Total

1964 Prel.	79.1	75.6	1.04	78.4	180.60	14,148
1963	74.6	71.6	1.18	84.8	148.40	12,588
1962	96.5	92.0	1.18	108.5	151.00	16,379
1961	104.3	100.1	1.16	115.7	144.90	16,768
1960	95.5	91.9	1.12	103.2	143.00	14,797

^{1/} See footnote on page 35.

^{2/} 1962-63 average yield.

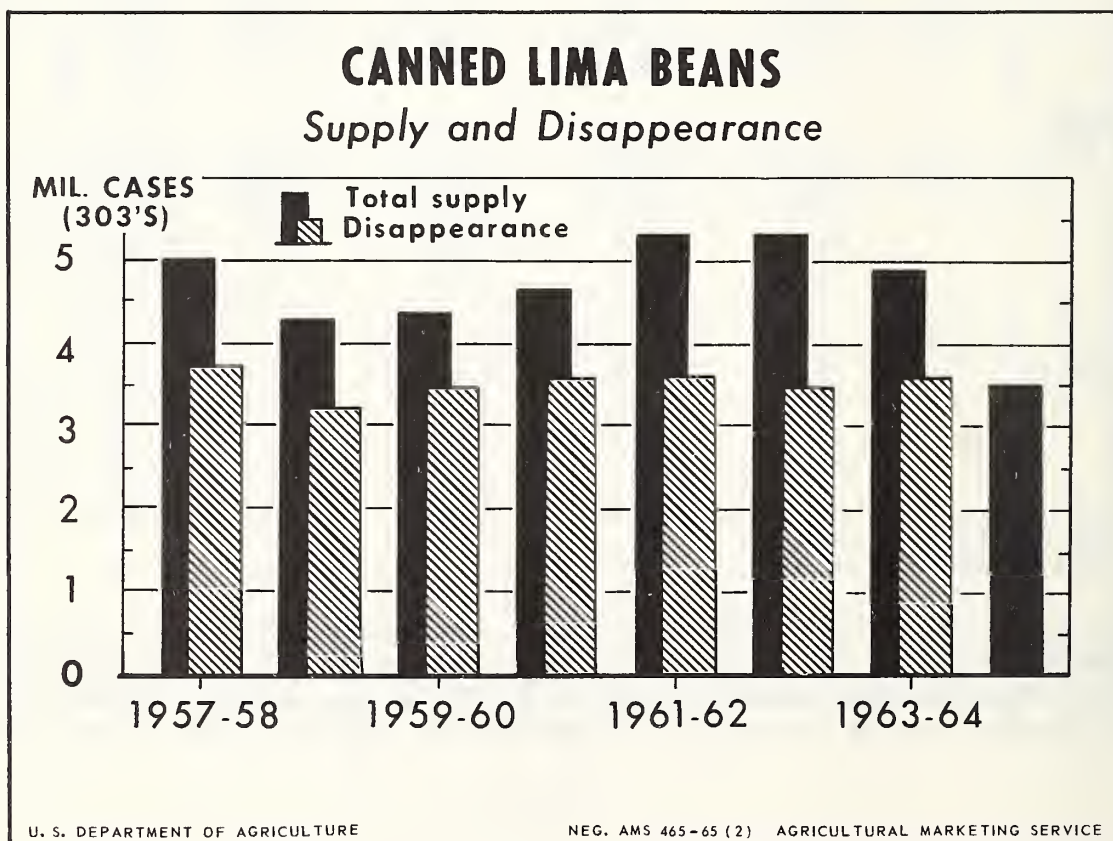
Comments: After a sharp reduction in 1963, acreage for freezing was increased moderately in 1964. All of the increase was accounted for by a one-fifth larger acreage of baby limas; acreage of Fordhooks was slightly below 1963. Plantings for canning were smaller than in 1963, but the increase for freezing

resulted in a 6 percent larger total acreage for processing production. The largest increase, amounting to 2,000 acres, occurred in California, where approximately half the nation's supply is produced. Other major producing states in the East, Midwest and West also shared in the increase, but a notable reduction occurred in Michigan, an important canning state, where plantings have dropped off sharply in each of the past two years. A lack of rainfall slowed early development and limited yields of crops in the East and Midwest. As a result, production of baby limas for freezing and production for canning were both much less than expected. The crop of Fordhooks for freezing, however, was a little larger than in 1963.

Canned Lima Beans

The carryover into the 1964 packing season was moderate. But the pack was nearly a third less than in 1963, far below the amount needed to replenish stocks for the 1964-65 marketing season. Frequent price increases occurred through the fall of 1964 with a substantial total gain occurring by late December. Despite a likely reduction in disappearance this season, carryover in 1965 will be extremely light. A much larger pack will be needed in 1965 to achieve a balanced level of stocks for the 1965-66 season. Assuming normal growing conditions, substantially more acreage will be necessary.

1965 Guide - Canning: The 1965 guide is a planted acreage 15 percent more than in 1964. Such an acreage, with normal abandonment and a 1962-63 average yield, will result in a production nearly 41 percent more than in 1964.



Frozen Lima Beans

Stocks of frozen lima beans continued relatively heavy during the 1963-64 season. Prices were comparatively low, and an exceptionally large quantity was consumed. Total disappearance for the season was slightly larger than in the previous season and record high. By the end of July, the carryover date, total stocks were about a third less than in 1963. Pack data for 1964 have not yet been announced. However, on the basis of available data, it appears that the pack was about equal to that in 1963. This indicates a 1964-65 total supply moderately less than that available in 1963-64. Stocks on hand on December 31, 1964 were a fifth less than a year earlier. The reduced supply position has contributed to moderately higher prices. While disappearance may be smaller than the unusually high level in 1963-64, it probably will at least equal the average of recent years. In consideration of this, it appears that a much larger pack will be needed in 1965 to ensure adequate supplies for the following marketing season.

1965 Guide - Freezing: The 1965 guide is a planted acreage 5 percent more than in 1964. Such an acreage, with normal abandonment and a 1962-63 average yield, will result in a production 18 percent more than in 1964.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	1960-61	1961-62	1962-63	1963-64	1964-65
<u>Million Cases Basis 24/303's</u>					

Canned Lima Beans

Carryover	.9	1.1	1.7	1.8	1.3
Pack	3.8	4.2	3.6	3.1	2.2
Total Supply	4.7	5.3	5.3	4.9	3.5
Disappearance	3.6	3.6	3.5	3.6	N.A.
Carryover	1.1	1.7	1.8	1.3	N.A.

Million Pounds

Frozen Lima Beans

Carryover	18.8	33.8	54.8	71.5	47.0
Pack	147.5	159.9	150.6	117.7	N.A.
Total Supply	166.3	193.7	205.4	189.2	N.A.
Disappearance	132.5	138.9	133.9	142.2	N.A.
Carryover	33.8	54.8	71.5	47.0	N.A.

N.A. - Not Available Source: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau. Frozen carryover from Cold Storage Report, SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: Acreage : : Planted: For Harvest:	: Yield : Per Acre :	: : : Production:	: 1/ : Price- : Value- 1/
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per (\$1,000 ton)
1965 Planted Acreage Guide and Probable Production				
Canning (acreage equal to 1964)	171.0	<u>2/</u> 2.3	373.5	
Freezing (acreage 5 percent less than in 1964)	54.4	<u>2/</u> 2.5	129.2	
Total	225.4		502.7	

Background Statistics

Canning

1964 Prel.	171.0	161.3	2.1	344.1	98.40	33,873
1963	154.3	145.9	2.4	348.9	97.30	33,946
1962	146.0	139.5	2.4	337.8	97.60	32,974
1961	146.5	141.7	2.5	358.1	101.10	36,200
1960	134.2	129.7	2.3	297.8	102.20	30,427

Freezing

1964 Prel.	57.3	54.0	2.3	123.3	110.30	13,602
1963	51.0	48.0	2.6	125.0	106.30	13,298
1962	43.6	42.9	2.6	112.4	114.40	12,852
1961	50.4	47.3	2.5	119.9	116.50	13,969
1960	44.9	43.6	2.5	108.7	125.20	13,607

Total

1964 Prel.	228.3	215.3	2.2	467.4	101.60	47,475
1963	205.3	193.9	2.4	473.9	99.70	47,244
1962	189.6	182.4	2.5	450.2	101.80	45,826
1961	196.9	189.0	2.5	478.0	105.00	50,169
1960	179.1	173.3	2.3	406.5	108.30	44,034

1/ See footnote on page 35.

2/ 1962-64 average yield.

Comments: Since 1958, there has been a sharp expansion in planted acreage of snap beans for processing. The 1964 total was about 40 percent larger than in 1958. Almost all of the more important producing states shared in the increase in 1964. The major varietal shift in the West, which accompanied a change in harvesting methods, continued to reduce overall average yields. But unfavorable weather affected an even greater change in yields during 1964.

Early season crops in Texas and Florida produced below-normal yields because of extremely hot conditions during May. The West had to contend with generally wet weather and low temperatures. Other major areas had normal weather at planting time. But conditions became unusually dry during May. Drought in many areas in the East and Midwest continued to restrict growth through the summer. In addition, the weather became unusually cool in late August, further limiting yields. The U. S. average yield for 1964 was nearly 10 percent less than in 1963 and the 1958-62 average. Total production, however, was only slightly smaller because of the larger acreage.

Canned Snap Beans

Movement of canned snap beans was maintained at a high rate during most of the 1963-64 season. By July 1, the carryover date, stocks were moderate. The National Cannery Association reported that the 1964 pack of canned beans was about 3 percent smaller than a year earlier. So far this season, supplies have been in better balance with market needs than in several years. Several price increases occurred during the first half of the marketing season. Although total disappearance this season may not be as large as that in 1963-64, a 1965 carryover smaller than in 1964 is expected. A larger pack will be needed in 1965. But an acreage equal to 1964 would provide the required tonnage if growing conditions are normal.

1965 Guide - Canning: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 9 percent more than in 1964.

Frozen Snap Beans

Holdings of frozen snap beans continued heavy during the 1963-64 marketing year, but they were less than those in each of the two previous seasons. Due primarily to the improved balance with requirements, moderately higher prices prevailed. However, disappearance was substantially smaller than the record-high level of the preceding year and carryover into the 1964 packing season was large. Final data on the 1964 pack of frozen snap beans are not yet available. On the basis of production and inventory estimates, however, it appears that total supply is moderately larger than that of the 1963-64 season. On December 31, 1964, cold storage holdings of this commodity were 7 percent larger than a year earlier. The long-term expansion in the market for this product is likely to continue, and some increase in pack appears necessary in 1965. Assuming average yields, however, a moderately smaller acreage should supply adequate tonnage.

1965 Guide - Freezing: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 5 percent more than in 1964.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	: 1960-61	: 1961-62	: 1962-63	: 1963-64	: 1964-65
<u>Million Cases Basis 24/30's</u>					

Canned Snap Beans

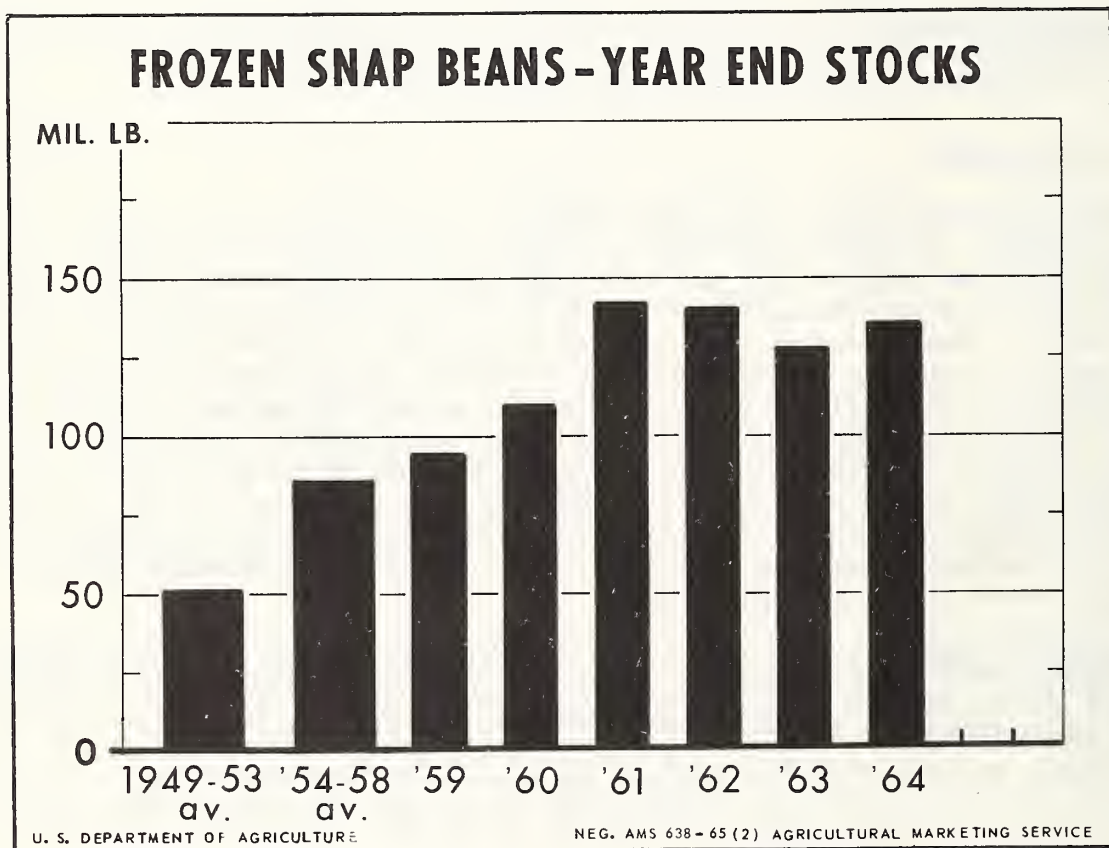
Carryover	7.7	7.4	10.6	9.6	9.3
Pack	33.2	40.2	36.9	37.7	36.6
Total Supply	40.9	47.6	47.5	47.3	45.9
Disappearance	33.5	37.0	37.9	38.0	N. A.
Carryover	7.4	10.6	9.6	9.3	N. A.

Million Pounds

Frozen Snap Beans

Carryover	27.1	38.4	62.0	44.8	50.8
Pack	159.7	189.5	175.9	170.2	N. A.
Total Supply	186.8	227.9	237.9	215.0	N. A.
Disappearance	148.4	165.9	193.1	164.2	N. A.
Carryover	38.4	62.0	44.8	50.8	N. A.

N. A. - Not Available. Source: National Cannery Association; Census Bureau; National Association of Frozen Food Packers, Statistical Reporting Service, USDA.



1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	: Acreage :		Yield :	: Price ^{1/} : Value ^{1/}		
	: Planted :	For Harvest :	Per Acre :	: Production :	Price ^{1/} :	Value ^{1/} :
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
1965 Planted Acreage Guide and Probable Production						
<u>(planted acreage 5 percent less than in 1964)</u>						
15.8			<u>2/</u> 11.2	168.1		
Background Statistics						
1964 Prel.	16.6	15.8	10.7	168.6	18.90	3,188
1963	19.6	19.0	11.3	214.0	17.30	3,694
1962	18.5	17.2	12.2	209.4	18.80	3,929
1961	17.6	17.1	10.6	181.6	18.60	3,374
1960	15.4	14.8	9.9	145.9	19.20	2,806

^{1/} See footnote on page 35.

^{2/} 1961-64 average yield.

Comments: Following an extended period of heavy supplies and low prices, plantings of beets for processing were cut substantially in 1964. Reductions were made in each of the leading states. Furthermore, dry weather in the East and Midwest and cool temperatures in the West reduced yields. The New York crop was down about a fourth from a year earlier; Wisconsin production was 19 percent smaller. Total U. S. tonnage for canning was a fifth below the 1963 level but equal to average.

The carryover into the 1964 packing season was exceptionally large, exceeding the average of the preceding five years by more than 50 percent. However, the reduced production in 1964 and a consequential pack reduction appear to have substantially relieved the burdensome supply situation that was evident during the 1963-64 marketing season. Supplies are nevertheless plentiful, and in late 1964, prices were still near the low levels of a year earlier. These factors, plus the reduced stocks of several other canned vegetables, should contribute to a relatively large movement during the 1964-65 season. Still, the carryover into the 1965 packing season will be large. Thus, to obtain balanced supplies for the 1965-66 marketing season, the 1965 pack need be no larger than in 1964. Assuming normal growing conditions, a moderately smaller acreage would produce the required tonnage.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, will result in a production about equal to 1964.

Supply and Disappearance of Canned Beets

	:	Marketing Season				
Commodity	:	1960-61	: 1961-62	: 1962-63	: 1963-64	: 1964-65
<u>Million Cases Basis 24/303's</u>						
<u>Canned Beets</u>						
Carryover		4.0	2.8	2.9	4.6	5.8
Pack		8.8	10.6	12.6	12.6	N. A.
Total Supply		12.8	13.4	15.5	17.2	N. A.
Disappearance		10.0	10.5	10.9	11.4	N. A.
Carryover		2.8	2.9	4.6	5.8	N. A.

N. A. - Not Available.

Source: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau.

1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L. I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Planted Acreage Guide
and Probable Production

(planted acreage equal to 1964)	32,040	1/ 264	8,120
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Background Statistics

1964 Prel.	32,040	30,620	241	7,389	2.30	16,981
1963	32,290	31,260	263	8,208	1.56	12,771
1958-62 Average	33,230	31,850	257	2/ 8,214	1.65	13,125

1/ 1960-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 353 in 1958 and 47 in 1960.

Comments: Cuttings of cabbage for kraut utilization during the last half of 1964 were about a fourth below a year earlier. Major reductions in tonnage for kraut occurred in New York and Wisconsin. Kraut prices during the early part of the 1963-64 marketing season were moderate. Then in February, prices started declining and reached low levels as the 1964 packing season approached. As the size of the limited 1964 supply potential became apparent, however, the market trend was reversed. During the fall months prices rose sharply and were at relatively high levels by the end of the year. Shipments up to January 1, 1965 were 7 percent below a year earlier and packers' stocks were 19 percent lower. The carryover into the 1965 packing season is likely to be substantially below that on hand in 1964.

Fresh market and kraut outlets in 1965 will be able to absorb a larger quantity of fall cabbage than available in 1964. Under normal conditions, however, an acreage equal to 1964 would provide ample supplies to meet these requirements.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-63 average yield, will result in a production 10 percent above 1964.

Supply and Disappearance of Sauerkraut

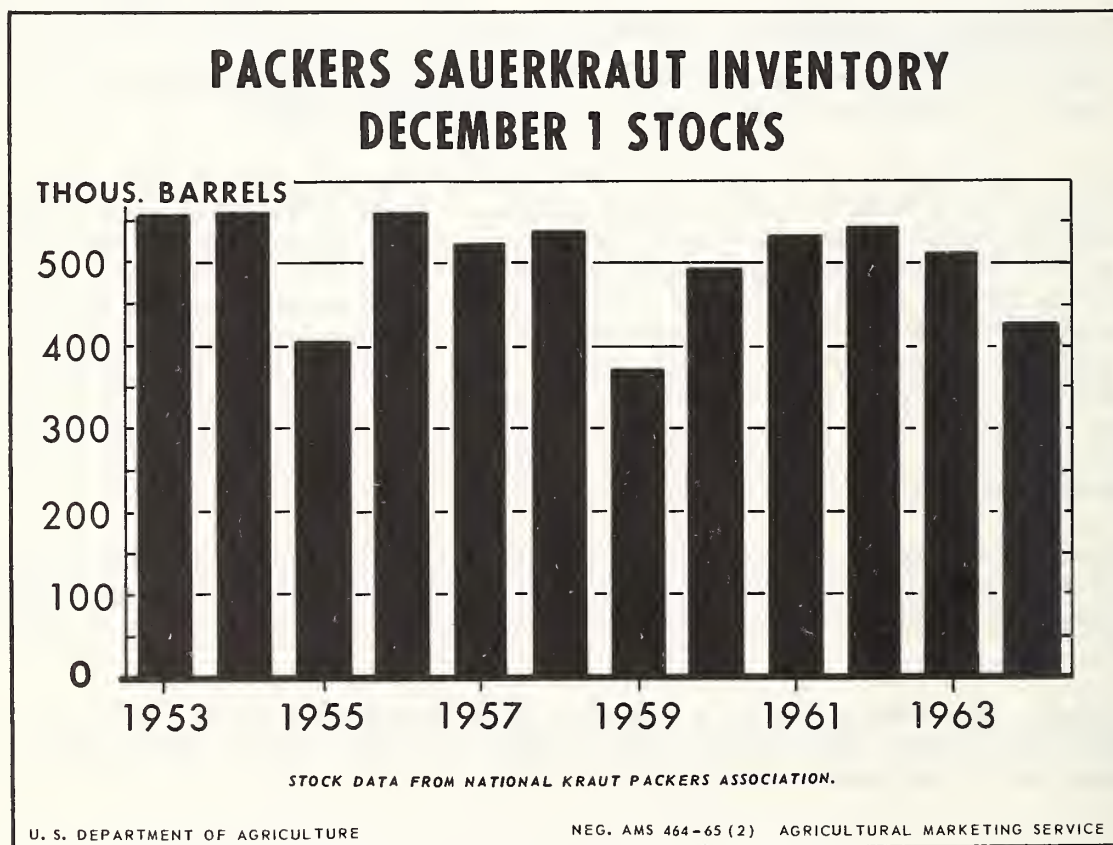
Commodity	Marketing Season				
	1960-61	1961-62	1962-63	1963-64	1964-65

Million Cases Basis 24/303's

Sauerkraut					
Carryover	2.8	3.9	4.3	4.3	4.3
Pack	10.5	10.7	11.1	10.2	N.A.
Total Supply	13.3	14.6	15.4	14.5	N.A.
Disappearance	9.4	10.3	11.1	10.2	N.A.
Carryover	3.9	4.3	4.3	4.3	N.A.

N. A. - Not Available.

Source: Packers' carryover and cuttings data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau.



1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Sweet Corn

Year	: Acreage : : Planted: For Harvest:	: Yield : : Per Acre :	: : : Production:	: 1/: : Price-:	: 1/: : Value-
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1965 Planted Acreage Guide
and Probable Production

Canning (acreage 10 percent more than in 1964)	311.5	2/ 4.15	1,240.8		
Freezing (acreage 5 percent more than in 1964)	89.5	2/ 4.53	389.1		
Total	401.0		1,629.9		

Background Statistics

Canning

1964 Prel.	283.2	270.1	4.07	1,098.2	19.80	21,719
1963	323.0	312.5	4.23	1,323.3	19.20	25,395
1962	378.1	357.9	4.01	1,435.2	19.40	27,785
1961	379.3	365.7	3.75	1,373.1	18.80	25,843
1960	352.3	335.8	3.31	1,109.8	18.60	20,649

Freezing

1964 Prel.	85.2	78.4	4.60	360.5	22.70	8,199
1963	83.7	79.8	4.46	355.8	22.90	8,144
1962	87.3	84.9	4.29	364.0	23.00	8,359
1961	89.3	84.8	4.16	353.2	21.80	7,702
1960	78.4	76.1	3.69	281.2	21.80	6,119

Total

1964 Prel.	368.4	348.5	4.19	1,458.7	20.50	29,918
1963	406.7	392.3	4.28	1,679.1	20.00	33,539
1962	465.4	442.8	4.06	1,799.2	20.10	36,144
1961	468.6	450.5	3.83	1,726.3	19.40	33,545
1960	430.7	411.9	3.38	1,391.0	19.20	26,768

1/ See footnote on page 35.

2/ 1963-64 average yield.

Comments: After three successive seasons of burdensome supplies, growers cut acreage for canning by 12 percent in 1964. Yields for canning were moderately below a year earlier and production was 17 percent smaller. In contrast, freezing acreage was increased slightly from 1963 and record-high yields were recorded. Tonnage for freezing was one percent higher than in 1963. In the aggregate, 1964 production for canning and freezing was 13 percent less than in 1963.

Canned Sweet Corn: The 1964 canned pack amounted to 37.6 million cases, basis 24/303's, according to the National Cannery Association. This compared with the large 1963 pack of 44.2 million cases. On August 1, 1964, carryover of canned supplies, including canners and distributors' stocks, was 11.5 million cases compared with 12.2 million the preceding year. The total supply available for the 1964-65 marketing season was 49.1 million cases or 13 percent below the record supply of 56.4 million in 1963-64.

Because of the substantial reduction in canned supplies, prices showed moderate gains in the early part of the 1964-65 shipping season. In spite of the improvement in prices compared with the depressed 1963-64 levels, cumulative shipments in the early part of the 1964-65 season amounted to a near-record rate. Total disappearance during the 1964-65 season is expected to be large, and sufficient to reduce the 1965 carryover to a low level. If anticipated market needs in 1965-66 are to be satisfied, a substantial increase in production will be required in 1965.

1965 Guide - Canning: The 1965 guide is a planted acreage 10 percent more than in 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 13 percent more than in 1964.

Frozen Sweet Corn: Supplies of frozen sweet corn were large in the past two marketing seasons, and prices were under pressure. However, due to a record disappearance in 1963-64, carryover into the 1964-65 season was moderate and complemented a 1964 pack which was indicated to have been slightly below 1963. Total supply available in the 1964-65 season is indicated to be moderately less than the preceding season. Prices advanced during the early part of the 1964-65 season, and continue to hold well above the low levels reported in 1963-64. December 31 stocks of 135 million pounds were 9 percent below those of a year earlier and total disappearance is expected to be large. Thus it appears that a larger pack will be needed in 1965 to fill market needs.

1965 Guide - Freezing: The 1965 guide is a planted acreage 5 percent more than in 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 8 percent more than in 1964.

Supply and Disappearance of Processed Sweet Corn

Commodity	Marketing Season				
	:	:	:	:	:
	: 1960-61	: 1961-62	: 1962-63	: 1963-64	: 1964-65
	<u>Million Cases Basis 24/303's</u>				

Canned Sweet Corn

Carryover	6.6	5.2	9.7	12.2	11.5
Pack	35.3	46.2	45.7	44.2	37.6
Total Supply	41.9	51.4	55.4	56.4	49.1
Disappearance	36.7	41.7	43.2	44.9	N.A.
Carryover	5.2	9.7	12.8	11.5	N.A.

Million Pounds

Frozen Sweet Corn

Carryover	18.4	29.5	49.8	50.5	39.5
Pack	141.8	181.0	180.3	179.9	N.A.
Total Supply	160.2	210.5	230.1	230.4	N.A.
Disappearance	130.7	160.7	179.6	190.9	N.A.
Carryover	29.5	49.8	50.5	39.5	N.A.

N. A. - Not Available

Source: Canned pack and canners' carryover data from National Canners Association Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau. Frozen pack from National Association of Frozen Food Packers. Frozen carryover from Cold Storage Report, SRS, USDA.

1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cucumbers

Year	: Acreage :	Yield :	:	1/:	1/
	: Planted: For Harvest:	Per Acre :	Production:	Price-1/:	Value-1/
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1965 Planted Acreage Guide
and Probable Production
(acreage equal to
1964)

118.1 2/ 4.07 446.9

Background Statistics

1964 Prel.	118.1	110.6	3.82	422.4	66.20	27,978
1963	118.7	110.2	4.27	470.2	56.00	26,310
1962	108.5	102.0	4.01	409.5	53.80	22,018
1961	116.5	108.3	3.94	426.6	56.00	23,872
1960	102.0	95.0	3.65	347.6	54.66	19,001

1/ See footnote on page 35.

2/ 1961-63 average yield.

Comments: There was little change in total United States acreage in 1964 from that of the preceding year. But the upward trend in the production of cucumbers for pickles was curbed by an extended drought which affected crops in many areas. Crops in the Midwest and much of the East were subjected to unusually dry conditions during June and July. A few areas received rains during July, but extremely high temperatures, which were unfavorable for cucumber production, followed. Shortly thereafter, the weather turned cool, slowing late-season development. Colorado and Washington crops were also affected by below-normal temperatures during much of the season. Yields were substantially below expectations and total production was a tenth less than in 1963.

Supplies available for marketing during the 1963-64 period were record large. However, market acceptance continued favorable throughout 1964. Movement of stocks was especially heavy during the summer and early fall months. Total disappearance established a new record, being moderately larger than the previous high in 1961-62. Despite this, holdings of previous-crop supplies on October 1, 1964 were much larger than they were in each of the past three seasons. But the larger stocks failed to offset the smaller production in 1964. Total supplies for 1964-65 were about 5 percent less than large volume available a year earlier. Although disappearance should continue relatively high during 1965, an acreage equal to 1964 would, under normal conditions, provide adequate supplies for the 1965-66 period.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-63 average yield, will result in a production 6 percent more than in 1964.

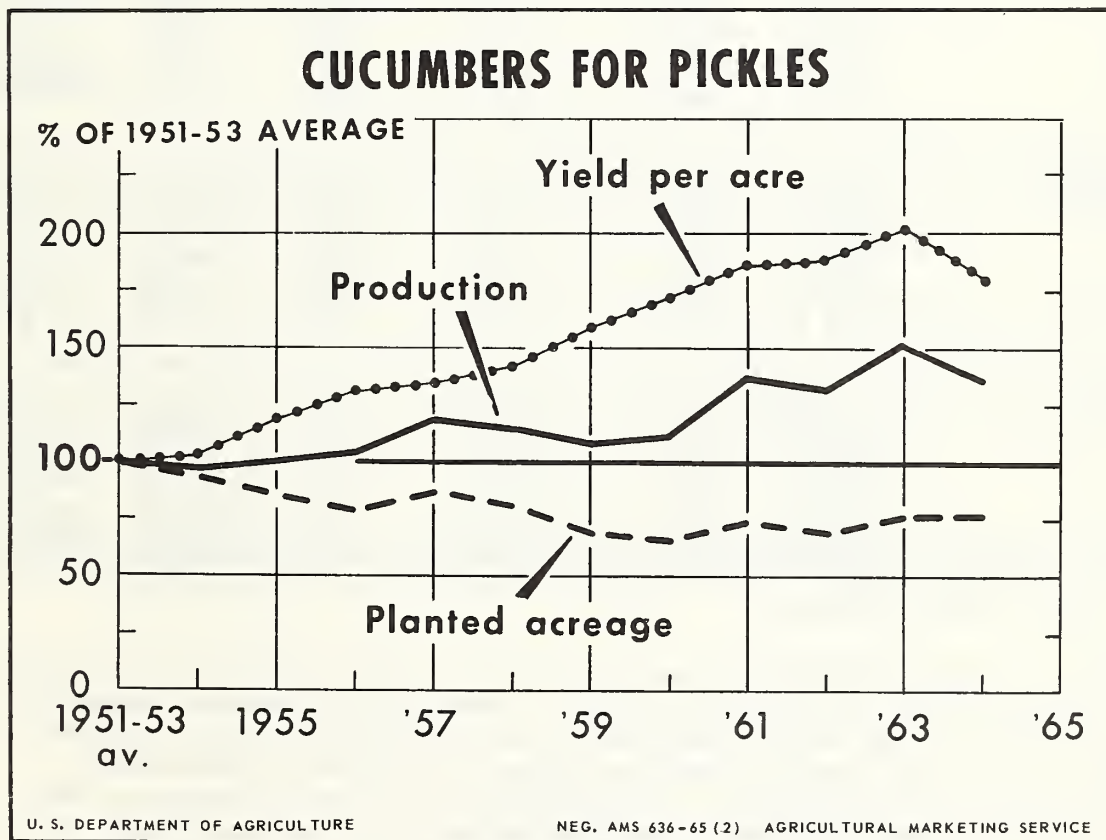
Supply and Disappearance of Pickles

Item	Marketing Season				
	1960-61	1961-62	1962-63	1963-64	1964-65
	---- Thousand tons ----				
October 1 Stocks <u>1/</u>	70.9	54.8	59.1	53.3	75.4
Production	347.6	426.6	409.5	470.2	422.4
Total Supply	418.5	481.4	468.6	523.5	497.8
Disappearance	363.7	422.3	415.8	448.1	N.A.

N. A. - Not Available

1/ From previous crop. Fresh pack included beginning 1962-63; salt and dill stocks only in prior years.

Source: Stock and production data from SRS, USDA.



1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Peas

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price 1/	Value 1/
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1965 Planted Acreage Guide and Probable Production</u>					
Canning (acreage 5 percent more than in 1964)	289.2	<u>2/</u> 1.260	349.8		
Freezing (acreage equal to 1964)	<u>158.4</u>	<u>2/</u> 1.325	<u>197.3</u>		
Total	447.6		547.1		

Background Statistics

Canning

1964 Prel.	275.4	263.0	1.110	291.8	94.20	27,494
1963	286.0	276.5	1.174	324.7	85.30	27,703
1962	273.6	263.6	1.250	329.5	84.00	27,663
1961	256.0	248.7	1.254	311.8	85.60	26,693
1960	225.0	214.0	1.322	282.8	87.20	24,659

Freezing

1964 Prel.	158.4	151.6	1.255	190.2	100.00	19,033
1963	152.6	145.6	1.318	191.9	85.40	16,389
1962	162.2	143.5	1.374	197.1	86.40	17,037
1961	167.6	152.8	1.300	198.7	87.00	17,291
1960	135.8	132.0	1.232	162.6	84.00	13,652

Total

1964 Prel.	433.8	414.6	1.163	482.0	96.50	46,527
1963	438.6	422.1	1.224	516.6	85.40	44,092
1962	435.8	407.1	1.294	526.6	84.90	44,700
1961	423.6	401.5	1.272	510.5	86.20	43,984
1960	360.8	346.0	1.288	445.4	86.00	38,311

1/ See footnote on page 35.

2/ 1959-63 average yield.

Comments: Acreage planted to peas in 1964 was slightly below a year earlier but 7 percent above the 1959-63 average. Storm and hail damage reduced yields below average in some areas. But the drought conditions which prevailed through many of the leading producing states in 1964 were perhaps most responsible for limiting output. Average yields per acre in 1964 were the lowest recorded since 1955 and total production fell 7 percent short of the 1963 total. Production for canning was down 10 percent. And although

acreage for freezing was increased 4 percent above 1963, production was slightly smaller.

Canned Peas

Since 1960, supplies of canned peas have been relatively stable, averaging a little less than 40 million cases per season. Supplies for 1964-65 are below average, however. An 11 percent smaller pack in 1964 more than offset a 16 percent larger carryover, and supplies available for the current marketing year were 6 percent smaller than in 1963-64.

Disappearance during the past four years held within a narrow range -- from 32.5 to 32.9 million cases (basis 24/303's) per season. Through January 1, 1965, canners' shipments amounted to 18.6 million cases, basis 24/303's, slightly more than the movement during the same period of the previous year. Prices advanced during the summer months and continue above the levels of a year earlier. Carryover into the 1965 packing season probably will be small. To obtain adequate supplies for the 1965-66 season, it will be necessary for the canned pea pack in 1965 to be larger than in 1964.

1965 Guide - Canning: The 1965 guide is a planted acreage 5 percent more than in 1964. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 20 percent more than in 1964.

Frozen Peas

Holdings at the start of the 1964 packing season were 101 million pounds, 2 percent above the level of a year earlier. However, because of a reduction in pack, total supplies available for the current season are slightly below the quantities available during the preceding marketing year.

Demand for frozen peas has been strong during the past few years. A long-term upward trend in per capita consumption, in conjunction with population growth, has steadily expanded market outlets for this product. And in spite of large supplies, prices have been maintained at moderate levels. Supplies for 1965 pack requirements can be obtained on an acreage equal to 1964, providing growing conditions are normal.

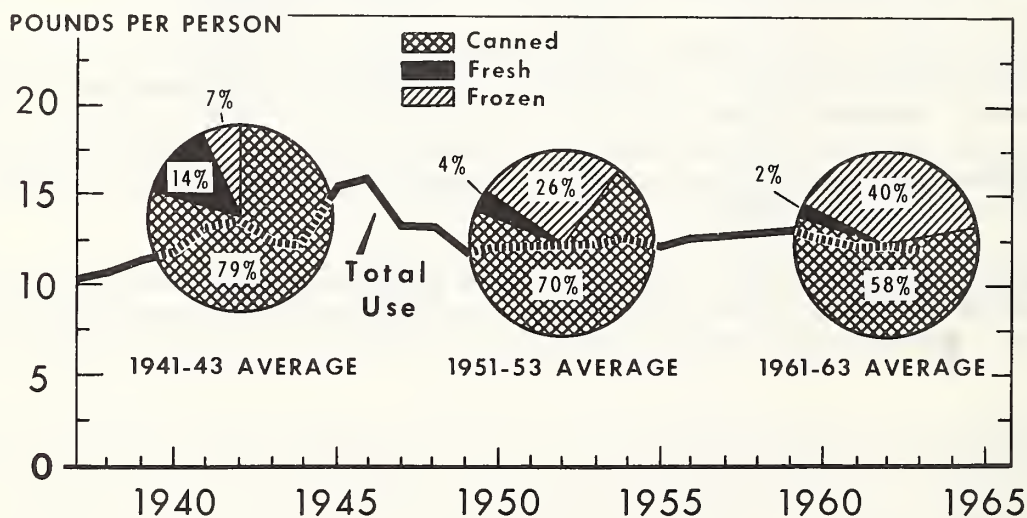
1965 Guide - Freezing: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 4 percent more than in 1964.

Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season				
	1960-61	1961-62	1962-63	1963-64	1964-65
<u>Million Cases Basis 24/303's</u>					
Canned Green Peas					
Carryover	10.5	6.3	6.1	6.9	8.0
Pack	28.7	32.4	33.7	33.6	30.0
Total Supply	39.2	38.7	39.8	40.5	38.0
Disappearance	32.9	32.6	32.9	32.5	N. A.
Carryover	6.3	6.1	6.9	8.0	N. A.
<u>Million Pounds</u>					
Frozen Green Peas					
Carryover	77.8	74.6	86.4	98.9	100.7
Pack	295.2	346.1	356.9	344.8	335.8
Total Supply	373.0	420.7	443.3	443.7	436.5
Disappearance	298.4	334.3	344.4	343.0	N. A.
Carryover	74.6	86.4	98.9	100.7	N. A.

N. A. - Not Available. **Source:** Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau. Frozen carryover from "Cold Storage Report", SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

GREEN PEAS-PER CAPITA USE TOTAL FAIRLY STABLE *Substitution Occurring Among Forms*



1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price 1/:	Value 1/
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1965 Planted Acreage Guide</u> <u>and Probable Production</u>					
Canning (acreage 5 percent less than in 1964)	14.9	<u>2/</u> 5.4	72.4		
Freezing (acreage 10 percent less than in 1964)	<u>11.6</u>	<u>2/</u> 6.2	<u>64.7</u>		
Total	26.5		137.1		

Background Statistics

Canning

1964 Prel.	15.7	14.2	5.6	79.7	37.30	2,976
1963	17.8	16.1	5.3	84.9	36.60	3,106
1962	16.8	14.0	4.7	65.6	32.80	2,154
1961	20.6	18.2	4.4	80.9	34.80	2,820

Freezing

1964 Prel.	12.9	11.8	5.9	69.0	40.40	2,786
1963	12.1	11.1	6.4	70.8	38.40	2,721
1962	12.1	10.6	5.3	56.5	41.50	2,348
1961	13.6	12.3	5.2	63.6	36.60	2,327

Total

1964 Prel.	28.6	26.0	5.7	148.7	38.80	5,762
1963	29.9	27.2	5.7	155.7	37.40	5,827
1962	28.9	24.6	5.0	122.1	36.90	4,502
1961	34.2	30.5	4.7	144.5	35.60	5,147
1960	36.7	32.5	4.4	143.9	35.60	5,127

1/ See footnote on page 35.

2/ 1963-64 average yield.

Comments: Total production of spinach for processing in 1964 was moderately smaller than the very large 1963 crop. This change largely reflected smaller acreages planted for spring and fall harvest. The California winter crop, which accounted for 47 percent of the total 1964 production, was substantially larger, principally as a result of increased acreage. In total, yields in 1964 were equal to the high levels of a year earlier; however, wide variation

occurred among areas. Yields for canning were very high, while those on freezing acreages were substantially below the levels of 1963.

Canned Spinach

The majority of the annual pack of canned spinach is processed during the spring season. The 1964 spring pack totaled 6 million cases (basis 24/303's), up substantially from the 5.5 million cases packed a year earlier. Carryover into the packing season was heavy at 3.5 million cases and was the largest carryover since 1947. Thus, supplies available for marketing during the spring and summer of 1964 substantially exceeded those available during the preceding year. On October 1, 4.9 million cases of spinach remained in canners' hands, a quantity 40 percent larger than a year earlier.

Marketing conditions reflected the supply situation during the early part of the 1964-65 season. Price declines occurred, yet shipments through the summer and fall totaled moderately below those of the preceding year. Canners' supplies on January 1, 1965 were still 28 percent larger than a year earlier and 37 percent above the 1959-63 average. Carryover into the 1965 packing season may be as large as the heavy supply of 1964. A pack reduction will be necessary in 1965 to balance supplies with market requirements.

1965 Guide - Canning: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 9 percent smaller than in 1964.

Frozen Spinach

Carryover of frozen spinach into the 1964 season was substantially above that of a year earlier. Furthermore, freezers packed 102 million pounds during the spring season, only slightly below the record pack of the preceding spring. Total supplies available for the 1964-65 season were heavy.

While substantial movement occurred during the early part of the 1964-65 season, frozen holdings on December 31 were 55 million pounds compared to an average of 49 million pounds for the preceding five years. Although attractive prices to consumers may spur movement during the remainder of the shipping season, carryover into the 1965 packing season will be large. A substantially smaller pack in 1965 would be sufficient to meet anticipated market needs in 1965-66.

1965 Guide - Freezing: The 1965 guide is a planted acreage 10 percent less than in 1964. Such an acreage, with normal abandonment and a 1963-64 average yield, will result in a production 6 percent smaller than in 1964.

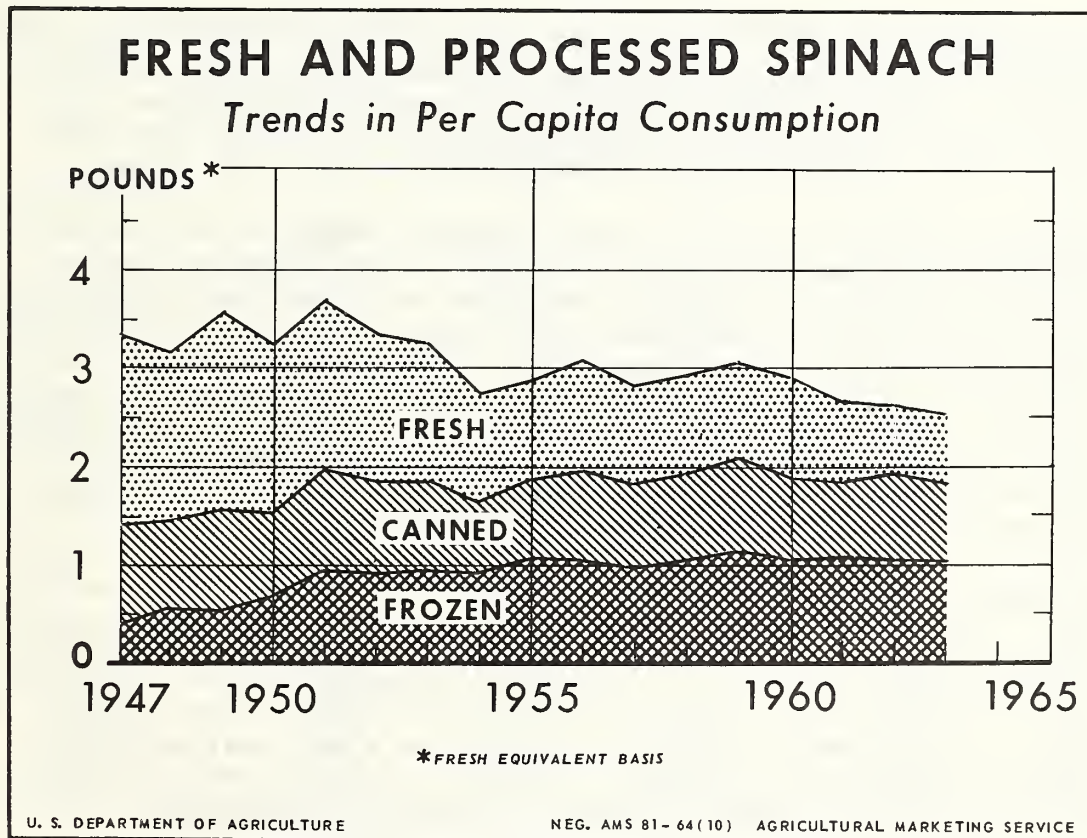
Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	: 1960-61	: 1961-62	: 1962-63	: 1963-64	: 1964-65
<u>Million Cases Basis 24/303's</u>					
<u>Canned Spinach</u>					
Carryover	3.1	3.3	2.8	2.8	3.5
Pack	7.8	7.7	7.3	8.0	N. A.
Total Supply	10.9	11.0	10.1	10.8	N. A.
Disappearance	7.6	8.2	7.3	7.3	N. A.
Carryover	3.3	2.8	2.8	3.5	N. A.

Million Pounds

<u>Frozen Spinach</u>					
Carryover	28.1	37.3	38.9	25.6	35.1
Pack	118.6	116.5	97.3	119.7	N. A.
Total Supply	146.7	153.8	136.2	145.3	N. A.
Disappearance	109.4	114.9	110.6	110.2	N. A.
Carryover	37.3	38.9	25.6	35.1	N. A.

N. A. - Not Available. Source: National Cannery Association; Census Bureau; National Association of Frozen Food Packers; Statistical Reporting Service, USDA.



1965 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	: Acreage	: Yield	:	: 1/	: 1/
	:Planted:For Harvest:	: Per Acre	:Production:	:Price	:Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1965 Planted Acreage Guide
and Probable Production

(planted acreage 5 percent
less than in 1964) 257.1

2/ 16.6 4,225.2

Background Statistics

1964 Prel.	270.6	267.8	17.0	4,545.8	30.30	137,583
1963	250.2	248.1	16.4	4,070.6	26.70	108,754
1962	328.9	326.7	16.5	5,377.0	28.40	152,793
1961	306.8	304.0	14.0	4,247.7	29.70	125,977
1960	282.3	279.4	14.5	4,043.2	26.10	105,609

1/ See footnote on page 35.

2/ 1962-64 average yield.

Comments: Aggregate supplies of canned tomatoes and tomato products for the 1963-64 season were slightly smaller than a year earlier. But disappearance was heavy and carryover into the 1964 packing season was reduced from the level of 1963. Acreage was increased for 1964 harvest by 8 percent. And despite dry weather in the East and Midwest, the group average yield was record high. In total, production exceeded that of 1963 by 12 percent.

Peeled Tomatoes: Disappearance of peeled tomatoes during 1963-64 failed to equal the heavy movement which occurred during the two preceding seasons. It was sufficient, however, to reduce carryover to a level moderately below that of a year earlier. The 1964 pack was a tenth larger than in 1963 and the largest pack of this product since 1958. Total supplies for the current marketing season are heavy, exceeding the average of the preceding 5 years by 10 percent. Prices during the early part of the marketing season, however, held near the levels of the year earlier. Total disappearance during 1964-65 is likely to be larger than in the preceding season. However, the 1965 carryover may be substantially larger than in 1964.

Tomato Products: Utilization of tomato products during the 1963-64 season was heavy. Record-large quantities of catsup were moved, continuing a trend of increasing consumption of this product despite smaller total supplies than in the preceding season. As a result of the heavy movement, carryover of catsup into the 1964 packing season was 19 percent smaller than in 1963. The 1964 catsup pack was nearly 13 percent larger than a year earlier; thus, total supplies slightly exceed those of 1963-64, but are below the record levels which followed the heavy 1962 pack. Prices have been relatively low

during the early part of the marketing season and disappearance is likely to be heavy. Even so, carryover of catsup into the 1965 packing season will probably exceed that of 1964. Disappearance of tomato juice was record large in 1963-64. Carryover into the 1964 packing season was 19 percent smaller than a year earlier, and while the 1964 pack was up slightly, total supplies in the current marketing season are moderately below a year ago. Chili sauce supplies are about equal to a year ago as a larger 1964 pack offset a smaller carryover.

Precise pack and inventory data are not available for other tomato products. It appears, however, that they shared in the 1964 pack increases recorded for peeled tomatoes, juice and catsup. The increasing demand for prepared foods has contributed to heavier utilization of concentrated products in recent years. However, current supplies appear to be ample.

In the aggregate, supplies of canned tomatoes and tomato products for the 1964-65 season are estimated to be slightly larger than a year earlier. Carryover stocks into the 1965 packing season are likely to exceed requirements. Thus, a moderate cut in production in 1965 is advisable.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 7 percent smaller than in 1964.

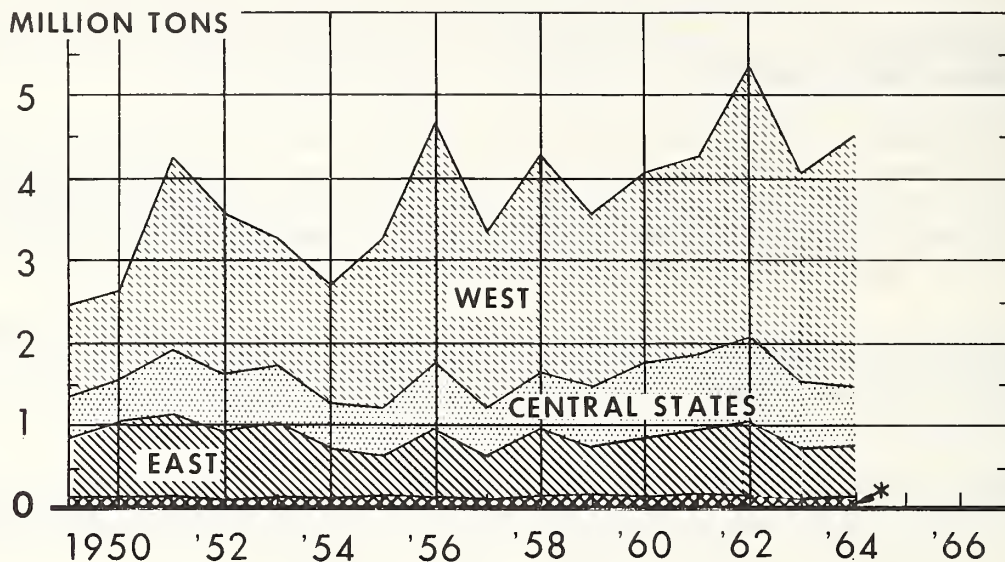
Supply and Disappearance of Processed Tomatoes and Selected Tomato Products

Commodity	Marketing Season				
	: 1960-61	: 1961-62	: 1962-63	: 1963-64	: 1964-65
Million Cases Basis 24/303's					
<u>Canned Tomatoes</u>					
Carryover	7.3	8.7	8.9	10.3	9.9
Pack	31.0	34.0	35.5	33.0	36.4
Total Supply	38.3	42.7	44.4	43.3	46.3
Disappearance	29.6	33.8	34.1	33.4	N. A.
Carryover	8.7	8.9	10.3	9.9	N. A.
<u>Tomato Juice</u>					
Carryover	13.4	12.8	9.4	15.6	12.7
Pack	40.3	38.5	49.0	42.1	43.1
Total Supply	53.7	51.3	58.4	57.7	55.8
Disappearance	40.9	41.9	42.8	45.0	N. A.
Carryover	12.8	9.4	15.6	12.7	N. A.
<u>Catsup and Chili Sauce</u>					
Carryover	7.1	9.0	9.3	16.5	13.4
Pack	30.0	29.6	38.7	29.7	34.0
Total Supply	37.1	38.6	48.0	46.2	47.4
Disappearance	28.1	29.3	31.5	32.8	N. A.
Carryover	9.0	9.3	16.5	13.4	N. A.

N. A. - Not Available. Source: National Canners Association; Census Bureau.

TOMATOES FOR PROCESSING

Trend in Production by Regions



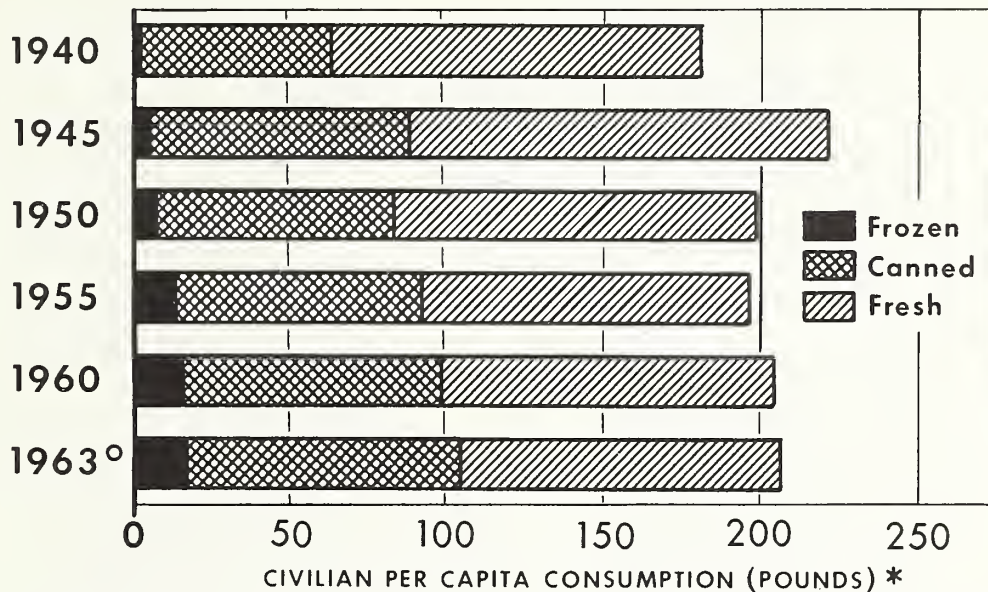
*NOT SHOWN BY REGION: ALA., ARIZ., ARK., FLA., IOWA, KY., LA., MISS., MO., NEBR., N. M., N. C., OKLA., ORE., S. C., TENN., TEX., WASH., W. VA., AND WIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 460-65 (2) AGRICULTURAL MARKETING SERVICE

Total acreage of tomatoes for processing in 1964 was 8 percent higher than a year earlier. Although most states expanded acreage, California accounted for most of the total increase in plantings. In several eastern and midwestern areas, dry weather reduced yields and offset acreage increases. In California, however, high yields were recorded. The larger production in that state was principally responsible for a 12 percent increase in aggregate U. S. tonnage in 1964.

MOST VEGETABLES NOW CONSUMED IN PROCESSED FORMS



* EXCLUDES MELONS, POTATOES, SWEET POTATOES, CANNED BABY FOODS AND CANNED SOUPS. ^o PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 771-65 (2) AGRICULTURAL MARKETING SERVICE

1/ The 1964 prices for processing vegetable crops are not strictly comparable with 1963 and earlier years. Beginning in 1964, the price used in determining the crop value is the per unit value at the processing plant door. Prior to 1963, the price referred to the average price received by growers at the receiving point.

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